

Convention's Here

In case you haven't heard, the 2010 edition of the PPNC Annual Convention and Trade Show is here. Beginning Saturday, convention organizers have planned five days of food, education, fellowship, new toys, ideas and fun.

It's time for PPNC's members to have a well-deserved break from the rat race and "recharge their minds and spirits."

Saturday morning, print judging begins in the auditorium at 8 a.m.

Also at 8 a.m., PPNC member Fuller Royal will shake things up with his presentation "*Extreme Seniors: Breaking In*," sponsored by NC TriColor Imaging.

With more than 1,700 high school seniors photographed in individual custom sessions and a wheelbarrow full of state, regional and

national awards and merits for his work, Fuller knows a thing or two about photographing high school seniors.

From 8 a.m. until 12 noon, Fuller will fill all willing brains with as much valuable information as he can on all aspects of the high school senior business.

What makes Fuller's presentations connect so well to photographers is that there's nothing he does that can't be done in any studio or by any photographer willing to make the leap to seniors.

Fuller's ideas and techniques can be used by any photographer and they can be applied to other types of photography as well.

Using exciting presentations and shooting

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Kevin Newsome

Central Guild meeting offered a 'Wow!' experience

Putting the WOW Factor in Your Business! What a great Central Guild headed by Seminar Chairman, Ellis Williamson! If you were not in

High Point on January 18-19, then you missed a truly great Guild Meeting of the PPNC. I am pretty sure that everyone got some great "WOW

Factors" to take back and apply to their own businesses.

We actually started on Saturday with a "3+1 Studio Tour" (Anne Grant's Studio was not toured because of distance) led by the illustrious Ellis and his wonderful wife, Linda. 45 Photographers met and then carpooled to Henderson Photography owned and operated by Bob Henderson, in Greensboro. Bob gave everybody a wonderful grand tour of his "In Home Studio", plus good information on running a home studio. Next on the tour was Barnett Photography, owned by Mark Barnett, also in Greensboro. Mark's tour included information about the Virtual Background system. Last, but not least, was Rhonda Lester's Studio, Memory Lane Portraits, in High Point. Rhonda shared lots of details of Promos in the tour of her studio. Everyone came away with lots of insights to other ways of maybe setting up their studios. We then met at Crossroads Family Restaurant and had a sociable dinner

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2010 PPNC Nominating Committee Report

The Professional Photographers of North Carolina Nominating Committee respectively presents the following slate of officers and directors for consideration for the 2010 - 2011 year.

President-Elect – Karen Goforth
Vice President – Paul Wingle
Treasurer – Bruce Williamson
Secretary – Ellis Williamson
Eastern Director – 2 year term – Victoria Kelly

Central Director – 2 year term – Anne Grant

Western Director – 2 year term – Shane Greene

Chairman of the Board – Rex Truell (Automatic)

President – Sherry Whitt (Automatic)

Doug Peninger, Chairman
Janet Boschker
Dean Craddock

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Kevin Newsome



Fuller Royal

with actual seniors, Fuller will demonstrate just what can be accomplished in the senior market.

He will also demonstrate the edgier, more dramatic images he is creating to attract more senior clients and will touch on marketing, sales, senior products, senior ambassadors, parent recruitment, invitation sessions as well as posing, lighting, props and types of sessions. He will also show some of the magic he performs with the computer.

Bring pen and paper because he has a long list of ideas and resources to tell you about.

Fuller has been a PPNC and PPA member for nearly two decades. He and wife Janet opened Fuller Royal Photography in 1989.

In 1996, Fuller earned his Fellowship degree from PPNC. In 1999 and 2000, he earned his PPA Master and PPA Craftsman degrees, respectively. Fuller has scores of print honors from PPNC, SEPPA and PPA as well as the Kodak Gallery and Fuji Masterpiece awards.

A frequent speaker at PPNC seminars and conventions, Fuller has also taught at PPNC's East Coast School. More than 200 professional photographers have taken at least one of his senior photography or digital product classes.

Fuller and Janet have four daughters – Allison, 16, Sarah, 16, Lillie, 16, and Natalie, 10.

Saturday afternoon, print judging continues.

At 2 p.m., Kevin Newsome presents “*Kids – The Color of Life*,” sponsored by Showcase, Millers and GW Moulding.

Kevin says a quality image begins with proper lighting, whether you're in a camera room or outdoors. The impact of a quality image of a child often lies in the expression and body language of your little subject.

This program will explore the proven methods that Kevin and his wife Kaye have used to combine proper light with an active, mobile subject.

Much of what today's moms are looking for in images of their children is the reality of them

– not a contrived interpretation of them. This program will explore how to get the most natural expressions and body language from kids by simply allowing them to be themselves.

Photographing children in a studio environment doesn't have to be a canned experience netting stiff poses and unnatural expressions.

Kids can twist their own faces and bend their own bodies into positions and looks that we could never dream up on our own.



Image by Fuller Royal

Why not take advantage of this fact and capture your little subjects doing what comes naturally – being kids.

In his fast-paced entertaining program, Kevin will photograph someone's unsuspecting child to demonstrate proper lighting techniques and camera room tricks, followed by a few workflow and sales tricks that are sure to increase your bottom line.

With over 30 years as a full time professional photographer specializing in children and family portraiture, Kevin might be considered one of Florida's most experienced image artists.

He's a past president of the Tampa Area Professional Photographers Association (2003), the Florida Professional Photographers (2001) and the Southeastern Professional Photographers Association (2008-09).

His book, *Children's Portrait Photography – A Photojournalistic Approach*, was published by Amherst Media in 2007.

A new-member orientation dinner is slated for 5 p.m.

The Saturday night party – Viva Las Vegas – starts at 7:30 p.m.

On Sunday, at 8 a.m., Bob Coates presents “*Marketing is Advertising without Spending Much Money*.”

Getting your name in front of people associated with what you do is job one if you want to run a successful photography business.

Yes, it's important to have a good solid product to sell, but if you don't know how to get the word out you probably won't be in business for long.

Unless you have a large budget and are planning to run some extremely high dollar amounts through your studio, trying to advertise for business can really drain the dollars without getting much in the way of results.

Using simple straight-forward techniques can make people aware of your business and photography skills. It doesn't take a pile of money but it does take some time and ingenuity. Proper design and use of business cards, press releases, print displays, web site optimization and partnership marketing are just some of the ideas Bob will share in this fast paced, information packed program.

“I started taking photographs with an SLR I borrowed from a friend for a vacation back in 1983,” he said. “After successfully managing other people's businesses for 14 years while photographing on the side, I decided to follow the quote ‘Do what you love and you will become a success.’”



Bob Coates

“In March 1994, I got out of the restaurant biz and took the leap to become a professional photographer. At the time I thought I knew something about photography. Now that I've studied hard for the last 15 years I realize how much more there is to learn.”

“In this business the variety never ceases to amaze me. One day shooting jewelry in the studio, the next day getting images for a brochure and yet another standing in the middle of the desert waiting for the light to get ‘just so.’”


He is certified by Professional Photographers of America, a Master Craftsman Photographer,

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Image by Bob Coates

a Member of the Arizona Professional Photographers Association, American Society of Photographers, National Association of Photoshop Professionals and other photographic associations.

Also, beginning at 8 a.m., Pete and Liliana Wright present **“Weddings – Escape the Ordinary,”** sponsored by Richmond Professional Lab and The Michel Co.

For more than a decade Pete and Liliana Wright of PW Photography have been known in Virginia for being photographers who create “out-of-the-box” images at weddings.

Their creative approach has captured the imagination of brides and helps keep them one of the most sought-after studios in the state. The studio’s success has hinged not only on taking photographs that intimidate many photographers due to the time and planning required, but constantly staying in the forefront of their business through fresh marketing techniques.

In “Escape The Ordinary!” the Wrights share every aspect of their successful wedding photography business including, including:

- Stepping outside the comfort zone to create energetic images and doing it fast.
- Finding unique photo locations and how to make time for high impact images.
- Company branding and marketing that captures brides attention.
- Preparing for and being successful at bridal shows.
- Using Facebook and other electronic media to market to brides.
- Setting goals to keep business growing.

Join Pete and Liliana as they share their knowledge, inspiration and innovative approach to the wedding photography industry.

As a fourth-generation artist and a second-generation photographer, Pete was raised in



Image by Pete and Liliana Wright

North Carolina in an environment rich in art and photography.

His own photographs were first published in regional newspapers when he was 14 years old.

While growing up, Liliana viewed the world through the lens of a camera as she experienced different cultures from around the world. Later, she obtained a degree in psychology and a minor in family and child development from East Carolina University, which resulted in relationships becoming a focal point in her photographs.

In 1997, PW Photography’s first studio opened in Greenville.

The following year the company moved to Richmond, Va. The studio’s work has ranged from portraits and weddings to sports and editorial.

PW Photography’s strength is anchored in its work philosophy. “We respect the occasions we photograph,” says Liliana. “These are special moments in people’s lives, not just another event we were hired to photograph.”

In order to stay on the forefront of the industry, the Wrights believe in continuing their education by attending classes and international conventions. “The minute you think you’ve learned everything, you stop moving forward,” says Pete.

The studio also believes in participating in organizations that support their art.

PW Photography’s images have appeared in the *Los Angeles Times*, *The Knot*, *Virginia Weddings*, *Richmond Bride*, and *Richmond Times-Dispatch*.

The Wrights have also shared their techniques, marketing advice and perspectives in publications and websites such as *Professional Photographer*, *Studio Photography*, *RangeFinder*, *Los Angeles Weddings*, *the Collages.net Newsletter Pro-Tips Forum* and F.J. Westcott Pro-Tips Web School.

In 2007 Pete completed both his PPA Photo-

graphic Craftsman and his VPPA AFP degrees and was honored as a PPA Photographer of the Year (POTY). He repeated as POTY in 2008 and 2009.

Both Pete and Liliana received degrees from PPA in 2010 at Imaging USA with Pete having earned his Master and Liliana her Photographic Craftsman.

They were featured speakers in 2009 at PPA Imaging USA and SEPPA conventions and have spoken in the past at WPPI, various state conventions and Photo Summit in Manila, Philippines. They are also scheduled to return to Imaging USA and WPPI for Platforms in 2010.

At 11 a.m., a devotional service is offered and the trade show opens.

At 3:30 p.m., Greg and Lisa Daniels offer **“Kicking It Up a Notch,”** sponsored by GW Moulding and Midsouth Color Lab.

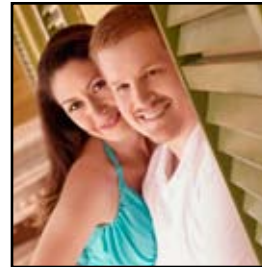
“Our profession requires us to produce high-volume, low-price products ... or create an unforgettable experience, resulting in artistic, recognizable, branded products.”

Learn the anatomy of Greg and Lesa’s highly successful studio and gather ideas for your own. You’ll discover the secrets of how to expect and get what you and your clients want from each session, building a distinctive brand that fits perfectly in our current experience-based economy.

The following topics will be covered:

- Creating client-desire for owning your products (with a marketing strategy to bring in the right clients).
- Building relationships to understand your clients’ visions.
- Executing the vision with outstanding photography from your artistry and their personality

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Pete and Liliana Wright

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(fitting your brand and product line).

•Satisfying clients' needs with an emotional presentation – an experience that will produce sales.

Gregory is a PPA Master of Photography and PPA Photographic Craftsman as well as a Fellow of ASP.

Lesa is a PPA Photographic Craftsman.

A nationally recognized husband and wife duo who create exquisite portraits, Greg and Lesa are also masters in sharing their knowledge and experience.

Lesa has a passion for organizing the aspects of a portrait session and has the ability to befriend her clients as well as relating sales which others have quoted as “poetry in motion.”

Greg is an exceptional artist and master of portraiture who skillfully pairs his creative talents with his technological know-how. Greg's life and his work are a testament to a man who has risen to master both himself and his art.

Greg has dedicated his life to hard work, experimentation within his craft and a pursuit of excellence. It is this profound commitment that has made him one of the premier portrait artists.

The Professional Photographers of America bestowed upon Greg their highest honors including the Fellowship Degree in 2009.

He has been awarded Florida's top awards many times. Greg was invited by 40 of the leading photographers in the world to join them as an elite member of the prestigious Cameracraftsmen of America, and is a founding member of the International Society of Portrait Artists (ISPA).

Also at 3:30, Karen Goforth will host a print critique.

The trade show dinner at 7:30 p.m. is followed by the members-only trade show and PPNC business meeting.

At 7:30 a.m. on Monday, early-risers can experience Eddie Tapp with “*Create It, Fix It, Mask It in Photoshop*,” sponsored by Canon.

Changing the way you work.

Professional and practical digital workflow applications for everyone.

The shoot is complete. Now how do you handle any number of issues that come up? Using Eddie Tapp's practical digital workflow applications you can achieve excellent image reproduction and color management. His tips and techniques are designed to remove the mystery from the process



Eddie Tapp



Image by Greg and Lesa Daniels



Greg and Lesa Daniels

using terms that everyone can understand.

Find your creative power. How can you save time and money by using Eddie's specialized Photoshop techniques?

Learn a productive and creative workflow using techniques for blending, masking, channel and layer features, plus advanced image enhancements for portrait, wedding, fine art and commercial images.

You will see how easy it is to implement and achieve outstanding imaginative effects, superb print quality and enjoy a more productive enhancement workflow.

Get predictable results. Are you properly calibrated? Eddie guides you through three simple stages of a Color Managed Workflow for obtaining consistent, professional results. Forget the rocket science and focus on the practical methods of color technology.

This seminar is E-Rated. For everyone who has a digital workflow and the desire to get to the next level. Have fun learning to create enhancements, fix problems, learn advanced masking and

then finish your images.

Eddie Tapp is an award-winning photographer, lecturer, consultant, and author on digital imaging issues. With more than 25 years of experience in computer technology, Eddie has been actively involved in educating and consulting corporations, studios and agencies in the applications of digital imaging workflow, color management, pre-press and digital photography globally through workshops, seminars, on-site consulting and training.

He's the author of *Photoshop Workflow Setups* and *Practical Color Management*, the first two in a series, *Eddie Tapp on Digital Photography*, published by O'Reilly Media.

Eddie is Director of the Institute of Visual Arts in Maui, Hawaii, an Explorer of Light with Canon USA, and is on the Photoshop “Dream Team” with National Association of Photoshop Professional where he was recently inducted into the “Photoshop Hall of Fame.” He served six years as the chairman of the Committee on Digital and Advanced Imaging for the Professional Photographers of America, where he holds the Master of Photography, Master of Electronic Imaging, and Photographic Craftsman degrees, Approved Photographic Instructor and is a Certified Professional Photographer.

He also served as Commercial Council representative to PPA for the Georgia PPA.

His articles have appeared in *The Professional Photographer*, *Rangefinder*, *Photoshop User*, *Shutter Bug*, *Photo Electronic Imaging*, *Southern Exposure* and *Digital Capture*. He also

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Image by Eddie Tapp

has served on Adobe's Photoshop beta team.

Eddie hails from Atlanta, Ga. and has been accused of using his southern charm to put his students at ease. His teaching philosophy is simple: solve people's problems by giving them straightforward answers in clear language.

Also at 7:30 a.m. is Jenny Hollis and "*Fine Art Children's Portraiture*," sponsored by Millers.

For those attending this program, be prepared to be inspired, challenged and refreshed in your passion and love for our industry.

What a marvelous profession we are in when we are able to create stunning images and "wow" our clients with heirloom treasures.

After seven years in the business, Jenny found herself in the rut of the "everyday look" and began to burn out. After becoming inspired and challenged in print competition, Jenny was able to brand her style and fall in love with her work again.

She uses a lot of theatrical studio costuming, set design, one-of-a-kind props and overall "out-of-the-box" creation," thus setting herself and studio apart from the masses and reaps the rewards both financial and artistically. You



Jenny Hollis

uses a class-participation format. Get ready to have a great time.

Jenny began her studio in 2000 in her dining room. What began as a hobby grew to one of the largest and most successful studios in the Rio Grande Valley. Jenny's love for children and fine art portraiture has become her trademark in the industry.

The studio now has an impressive 3,300 square feet of creativity. When clients come into her studio, it is truly an experience ... from the "taxidermied lion, leopard, bears and wolf to the

will, too.

In this program, we will focus on set-design; how to make your own costuming, marketing, and client-for-life experiences.

This is a hands-on program ... feel free to bring your cameras. Jenny is a high-energy, laid back speaker who

theatrical style costumes and sets, to the museum style gallery collection of work. "It has to be an amazing experience from beginning to end or I haven't done my job in exceeding expectations."

Jenny is actively involved in her local guild as well as state and national associations. She has earned her Photographic Craftsman degree and is the only active Master of Photography in the Valley.

Jenny has been awarded numerous first place awards in print competition, best of show, President's Award, five perfect scoring 100s, five Fuji Masterpiece Awards, two Kodak Gallery Awards, two ASP Best of the Best Awards, four Loan Collection prints and dozens of others.

Jenny, who has received Photographer of the Year Gold Level for the past two years, is a highly sought-after speaker in her area of expertise, "Fine Art Children's Portraiture."

She has taken her program to nearly a dozen states and said it's her joy and passion to teach and share her love of the business.

"There is no greater artwork than that of a loved one," said Jenny. Her home is adorned with images of her pride and joy, her sons Jacob and Caleb.

As a mother, she understands the fleeting of time, and the necessity of capturing the memories of today for tomorrow.

Enjoy the creation and passion of Jenny Hollis Photography.

At 3 p.m., Jay Maisel presents "*Light, Gesture, Color, Perception and New Works*."

Light, gesture, and color form the basis of all my images. This, coupled with an awareness of figure-ground relationship or photographic optical illusions, constitute half of the presentation. I will show you why and how images challenge perception. You do not always see what you think you see.

"I will also show new work on several different themes."

Jay Maisel's name has become synonymous with light, gesture, and color. He started his professional career in 1954.

His images have been used for advertising, editorial and corporate communications worldwide. In 1996 he stopped doing most commercial jobs in order to concentrate on his personal work. He has exhibited widely and his prints are in private, corporate and museum collections.

Among his awards are the ASMP Life Time



Jay Maisel

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Achievement award, ASMP Photographer of the Year, International Center of Photography's Infinity Award, and the Art Directors Club Hall of Fame.

A graduate of Abraham Lincoln High School, Cooper Union and Yale University, Jay conducts workshops, seminars and lectures around the world. His most recent books are *Jay Maisel's New York* and an homage to the World Trade Center, *A Tribute*.

The PPNC unction begins that night at 7:45.

On Tuesday, at 8 a.m., Dave Huntsman and Jessica Vodel present "*Seniors, from A to Z*" sponsored by Millers and GW Moulding.

You'll learn how Dave and Jess create traffic, photograph the senior session and the products and packaging used to raise averages.

You'll learn how to market through the web, word of mouth, newsletters and direct mail. From there you'll watch as Dave and Jess explain lighting and then photograph a High School Senior.

They'll explain why and how each set is created to maximize flow posing without much effort during the session. You'll also get a basic look into the lighting used to create impact. You'll learn to make the sales presentation fun and profitable.

Learn how to sell your work using a few simple tools and techniques without using pressure. Dave and Jess will share how they prepare the client in advance for the sale. You'll also see how they prepare the presentation for projection and on-line or preview magazines.

You'll learn the word choices, pace, flow and even how to close the sale. You'll be amazed at how much you learn about photography when you sell your own work or at least sit in on a few sales sessions

Dave and Jess didn't have a clue that when they met over 14 years ago they would become an energetic, dynamic duo of photographic excellence.

Between them they have won the Kodak Gallery Elite Award, 22 Kodak Gallery Awards, seven Fuji Masterpiece Awards, seven Kentucky Photographer of the Year Awards, seven Kentucky Best of Show Awards, countless best portrait, illustrative, wedding and commercial awards. They have earned four PPA Photographer of the Year Gold Awards and have over 20 Loan Collection Prints and well over 100 print merits.

They both have a love of photography and passion for competition which has led them to a group of approximately 10 other photographers throughout Kentucky that also share the same passion and love of imaging.



Image by Jenny Hollis



Image by Fay Sirkis

This group has been the breeding ground where many great and not so great ideas have been born. The process of discussing openly your goals, ideas, finances, fears and passions with friends is both scary and rewarding.

This melting pot of photographic knowledge has been paramount in the growth of both Shelby Studio and Huntsman Photography.

Jessica who is married to Tom Vogel has two great children, several dogs, cats and various other assorted animals as well as one Kentucky's top studios. Her home studio is open 3 days a week and stays busy. Her business is a model of efficiency.

Dave who is married to Lucie Huntsman

has an incredible daughter and two wonderful grandchildren as well as a Boston Terrier. Dave's studio has been in his home from the beginning of his business career and is also designed for creative efficiency.

Jess and Dave both have created outdoor shooting parks/gardens that help them to maximize creativity in minimal time.

They both enjoy sharing and teaching. Inspired by photographers that aren't couples except when speaking together or working together are more creative than ever, such as Andrew Jenkins and Jackie Palmer and Sandy Puc and Dave Junion, they decided to give speaking together a try.

Since that time they've spoken at local, state, regional and now PPA Imaging USA. Creating a following for their down-to-earth, realistic approach to business, photography and life.

Join them as they share their passions for photography and life.

Also at 8 a.m. is Fay Sirkis and the "*The Art of Digital Painting!*"

From retouching your image in Adobe Photoshop, to learning how to apply your paints and blending them in Corel Painter, come and join Fay as she takes you on a "Photo Painting"

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Image by Jay Maisel



Image by Dave Huntsman and Jessica Vogel

Journey through Art History of the past to the contemporary digital art of today and beyond.

From the beginning of Art history, there has been a universal fascination with the representations of the human face. Many of the greatest and most endearing works of art ever created, are the paintings of Portraits.

Using Photoshop and Painter, you will learn how to transform your photographs of portraits, into masterpieces that mimic the Oil and Watercolor styles of the great Masters.

From the detailed work of Rembrandt, to the



Fay Sirkis

traditional style of Vermeer, to the brilliance of Claude Monet, Fay will explore the many ways of representing the painting of the Portrait, including the “Sfumato” technique first introduced by Leonardo da Vinci in the famous Mona Lisa.

Fay will show you how to interpret “high key” portraits to be painted as the “Digital Watercolor”, and low key images, as the “Classical Portrait” for the heirloom Canvas Oil Painting.

You will learn the thought process and special signature techniques behind Fays “sandwich,” a quick and easy way to selectively retouch and enhance any digital image using Photoshop’s amazing new masking pallets.

Discover step-by-step formulas to give life and soul to the eyes of men, women, children, and even pets. Eyes give the face energy and individuality. They are the gateway to the visual world and must be painted with fine detail to render expression of the soul. In this class you’ll learn the step-by-step process for painting eyes that are alive with expression. Fay has developed a way to teach anyone how to master this challenging skill with ease. Using techniques she’ll demonstrate in Photoshop, your paintings will depict vitality, warmth, and feeling as you capture the soul of each of your subjects, both human and animal.

In the traditional art studio, just a few props are required to get set up for a painting session. The artist needs paints, brushes, and of course, the raw canvas on which their creative inspira-

tions will take shape and form. Corel Painter is an excellent tool that replicates the traditional art studio in a digital format.

Fay will demonstrate remarkable techniques for painting water-

color with this powerful program, such as how to create palates with custom features, the magic of blending brushes, background effects, the blender engine, and much more!

Using Corel Painter, you’ll discover how to transform a photograph into an oil painting and blend colors and tones so subtly that there is no perceptible transition.

Your work will reach a new level of artistry when you learn the auto painting palette, an amazing tool that paints a work of art based on the original photograph.

Then using the restoration palette, you’ll be able to recover any photo detail lost from the original image to refocus your painting and give it that extra punch.

Fay will demonstrate these and several other methods that allow you to recapture the traditional styles of the Dutch masters.

Landscapes are one of the top-selling subjects for paintings today. Nature provides us with many, many different scenarios that can be captured and painted. Clouds, lakes, ocean, trees and beyond, Watch as scenes of landscapes, rivers, mountains, beaches and all that is nature, get transformed into beautiful paintings right in front of your eyes.

Using a variety of hair brushes and blenders, discover how to turn photos of dogs, cats, horses, birds, bears and anything with more than two legs into watercolor and oil masterpieces.

Because animal species have different styles of hair and fur, the technique, type of stroke, and brush set used are key elements of capturing their unique beauty in a most realistic way. You’ll learn how to paint portraits that are lively and captivating, whether it’s your own pet or an exotic creature from the wild!

From retouching your images of portraits, landscapes and more in Photoshop, in preparation for the painting, using the digital dark room, to applying your paints and blending them in Corel Painter, your “digital art studio” to the



Dave and Jessica

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final printing process, including tips on preparing your images in Photoshop for the final perfect print, using Fay's amazing technique of "selective sharpening" that will make your final painting pop off your canvas, come and spend the day with Fay, as she teaches you the art of the digital painting.

Prior experience or drawing ability is not necessary for this class!

Fay Sirkis is an internationally-recognized portrait artist, photographer and instructor. She speaks at conferences and seminars both here in the United States and in Europe.

She is a New York-based contemporary digital artist, with a background in traditional fine art. She attended the Pratt School of Professional Studies in New York City, where she became certified in Graphic and Web Design. She also attended Rockhurst College in New York City for her certification in printing and pre-press.

Fay is on the advisory council of Corel Painter, and is a Beta tester for Adobe Photoshop and Corel Painter, and was instrumental in the launching of the latest releases of the programs. She is a Corel "Painter master" and a "Canon print master" whose work is featured in Corel's art gallery, as well as Canon's. Her paintings appear in numerous ad campaigns for both Canon and Corel.

Fay is part of the "dream team" instructors that teach at the Photoshop World Conferences. Her tutorials on "Photo Painting" have been featured on the cover of many magazines - , including *Photoshop User*. She is now star of her own DVD, and has teamed up with NAPP to release her new four-DVD series "A Celebration of Art!"

She is best known for her simplistic way of teaching, making the learning curve in the digital world easier to master. Her commissioned portraits and paintings are held in private collections internationally, and are exhibited in museums and art galleries. Fay is the founder of "Fay's Art Studio," a high-end commission portrait painting studio, as well as a digital art training and consulting firm based in New York.

An accomplished portrait artist, photographer and instructor, Fay provides her students with a simple recipe to transform photos into beautiful paintings. Learn how to paint like a master with Fay as she shares the secrets and techniques behind her signature style of "photo painting."

At 12:30 p.m., Mario and Tomas Munoz offer "Set Up Your Wedding Game."

Prepare to experience what it take to elevate your wedding game to the next level.

Whether its from learning how to score in



Image by Mario and Tomas Munoz

the consultation room to creating the images that wow your clients. Join Tom and Mario Munoz as they share with you their business strategies and insight in creating award winning wedding albums.

No more excuses! It is time to learn how to become everything for every bride.

With four generations of photographers behind them, the Munoz brothers have become one of the highest awarded wedding photography teams in the country.

Come along as they share with you their techniques and passion to help you step up your wedding game.

Tomas and Mario Munoz are fourth generation photographers that began assisting their father at events at the age of 7.

Today at the ages of 25 and 27, they have

taken their old-world knowledge of lightning and portraiture and transformed it with an innovative contemporary style that captivates their brides today.

They have also studied with photographers around the world. Both are active photographers and photograph about 60-70 events each per year.

Since their early start, the Munoz brothers have received many Accolades and Awards Statewide and Nationally. At the 2008 Florida Professional Photography Convention the Munoz brothers were ranked numbers one and two photographers in Florida. That same year at the Professional Photographers of America National Convention the Munoz brothers had

six of their wedding albums accepted into the



The Munoz Brothers

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Image by Mary Mortensen

Loan Collection receiving Diamond and Gold Photographer of Year Awards.

Tuesday night is the Awards Banquet.

On Wednesday, at 8 a.m., Mary Mortensen presents *“Confessions of a Portrait Artists, sponsored by American Color Imaging.”*

Find your “creative button” and set yourself up to succeed as economic trends and client need-change. Explore your competitive advantage and learn how to play a role in this turbulent time.

Staying ahead of the “game” is imperative

and this Portrait Artist will share secrets to remain strong and viable; such as improving photography skills, marketing, sales and presentation, with an emphasis on children and families. Transform yourself from a studio photographer into an artist. Make your



Mary Mortensen

goal to create a timeless artpiece for your client utilizing secrets learned from over twenty years of experience. Explore elements of artistry such as exquisite set design and consulting as an artist with your client to achieve artistic results. This includes examining works of famous painters and their creative techniques by effectively utilizing lighting, posing and set design.

Learn to achieve artistic results with digital capture and enhancements in Photoshop and Painter and offering a variety of art options to

your clients.

At 9 a.m., Martin Brossman wraps up the convention with *“Social Networking to Enhance Your Bottom Line.”*

Discover how to network in a way that is natural for you. Develop your ability to identify key people that will be allies for referrals and alliances.

Discover how to support others and how to help others support you in a way that contributes to the bottom line of your business.

Clarify how to allow others to contribute in a way that enhances their networking and in turn improves referrals to you build complimentary allies and a support structure for mutual success

Create an action plan to take you to the next level of success in your life.

Utilize Internet resources for networking you and your business identify the best places to be and deepen your effectiveness there.

Deal with the real world challenges of networking with people of all types in a way that works for you and them

Learn the skill of using your time and resources well for enhancing your business with



Martin Brossman

business networking.

Martin has built his business and success on business networking and will share his skills in an informative and passionate way.

What is unique with the people who seem to naturally attract valuable support and sustained relationships that benefit their lives and business?

Get a deeper understanding of how to nurture and grow your own powerful network.

Find out the answers to important questions like: What makes networking an enriching experience?

What really builds solid business and lasting connections?

How can you turn referral challenges into opportunities to enhance your credibility?

This hands-on workshop will provide you with the information and real life practical application that will enable you to grow and prosper in your career or business by being of service to your personal network. It is about adding to your bottom line as well as gaining the appreciation and respect of others. This course includes an introduction to on-line networking and branding.

Bring a Contributing Attitude, a notepad and pen, and your business cards (if you have them).

Look out for Martin’s upcoming book: *“Do You Leave the House Alone or With a Team of Great People?”*

Martin is the director of CoachingSupport.com, an organization committed to supporting people in living lives they love. He is a trainer and personal coach, specializing in communications, career direction, conflict resolution, coaching and team effectiveness.

A graduate of St. Andrews College, he has 20 years of professional experience including organizing and operating small firms and a personal consulting business.

At IBM he received the “IBM Means Service” award, the top award given for customer service. In 2000 he was honored with the N.C. Governor’s Volunteer of the Year Award. Martin has been a speaker and trainer for corporations, government agencies, and medical centers including; IBM, The Environmental Protection Agency, Duke Medical Center, and the Granville County Health Department.

He has been a featured presenter at the National Leadership Training Forum of the American Society for Training and Development.



Central Guild

Continued from page 1

with a growing crowd of 63 photographers. After eating, we were fortunate enough to have Bob, Rhonda, Anne Grant, and Mark, stand before everybody at the restaurant and give us even more information about their studios and also answered the questions of inquisitive photographers.

Sunday morning we were fortunate enough to have a great, and personable photographer, Cassie Stone of Cassie Stone Photography. Cassie, a very accomplished photographer, who by the way does not do programs very often, gave a wonderful program about the "General Practitioner in a Small Town". Cassie gave tremendous insight to the little things that make it difficult to run a profitable studio in a small town setting. She and her father "Phil Aull" started with a demo

on loading film backs blindfolded, just like they used to do, before digital. Obviously, this had to be an eye opening experience for those photographers who have never even shot film.

A big thank you to you, Cassie, for a very enlightening program.

Elizabeth Burgess then led Devotions to a packed room with wonderful singing and readings that hopefully, inspired all who attended.

Next, in Ellis's incredible line up, was Sam Gray, of Sam Gray Portraits, who was hoping to inspire us to be more involved in Print Competition. As many of you know, Sam, who has won many awards throughout his career, still enters a case every year.

He gave superb insight as to some of his methods of manipulating the images to be merit

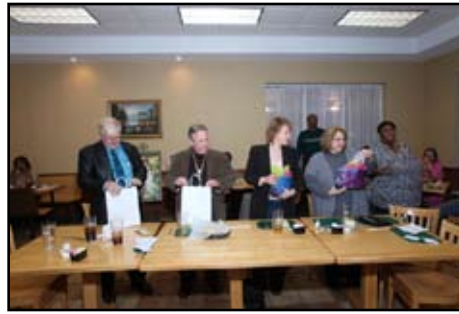
prints. "Not everything is as it seems", but instead is his vision of how it should be in print competition

Great job Sam!

Now everybody who was watching should now be able to improve his or her scores!

As always ... a big thank you is in order for all of our vendors, who travel from far away places, sponsor our guild, and to give you the convenience of one-stop shopping. "THANK YOU" to Buckeye Color Lab, Best Western, Cole Backgrounds, GW Moulding, Magnolia Frame & Moulding, Marathon Press, Midsouth Color Labs, Midwest Photo Exchange, NC Tri Color Imaging, PST (Photographic Society of

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Photographers set out to rock in 2010

More and more professional photographers are standing up, standing strong and driving their businesses higher than ever.

Just look at the 10,000 industry professionals that attended Imaging USA this January.

Could these record-breaking numbers be the start of a positive economic indicator?

Whether the answer to that question is yes or no, a more solid fact is the push photographers are making to better themselves as artists and businesspeople in 2010.

A big thank you goes out to all the convention volunteers, student volunteers, sponsors, exhibitors – and every single photographic rockstar who came.

You made Imaging USA rock. Keep checking www.ImagingUSA.org (and our Facebook Fan Page) for images and videos from the show.

Don't let your creative fire die down – start planning for Imaging USA 2011 in San Antonio.

You can register now: www.ImagingUSA.org.

Central Guild

Continued from page 10

the Triangle), Peace Camera, Southeastern Camera and White Lightning.

After lunch on our own, Bobby Carlsen from Bobby Carlsen Photography in Danville, VA, was ready to WOW us with some of the psychological strategies he uses in his business when dealing primarily with Seniors.

After all, Bobby does hold a Ph.D. from Virginia Tech in Psychology.

His ideas in his approach, combined with his marketing ideas for Facebook, gave everybody some fresh ideas to take back to their studios.

As usual, the PPNC Board and Convention Committee met and took care of the business that makes it possible for us to enjoy the Guild Meetings and Convention.

And when all meetings were over, we were able to enjoy a wonderful dinner, cash bar, DJ

and Dancing.

Booty shaking and toe tapping were abundant.

Monday morning opened with our vendors still selling their wares and of course the "Mastering On Camera (and off-camera too!) Flash" program featuring Will Crockett. Will was able to show everyone how well you can use your portable flashes with TTL if done in the right way and done with the right equipment.

The information was overwhelming helpful. Will answered any and all questions that was thrown at him. He is truly the answer man.

A big thank you to Ellis and Linda Williamson and all others who helped put on a such a great Central Guild. See everybody at the Convention.

Lodging Operator of the Year Named

Michael J. Martino, General Manager of the Sheraton Imperial Hotel and Convention Center wins this year's coveted award.

The North Carolina Restaurant and Lodging Association (NCRLA), the trade association representing the state's \$17.5 billion restaurant and lodging industries, awarded it prestigious Lodging Operator of the Year award to Michael J. Martino, General Manager of the Sheraton Imperial Hotel and Convention Center.

Martino will receive his award at the first annual Taste of North Carolina, which will be held on February 8, 2010 at the Washington Duke Inn & Golf Club of Durham.

The Lodging Operator of the Year award honors the men and women who manage North Carolina's 1,600 lodging properties.

This winner demonstrates operational excellence along with significant contributions to the industry, and the



Michael Martino

community in which they work.

The awards committee, made up of members of the NCRLA Board of Directors, noted Martino's extraordinary commitment and vision.

Martino recognized the looming economic collapse in the fall of 2008 and took steps to conserve capital and reduce costs, while maintaining open communication with his employees about what management was doing to weather the storm.

Martino was able to successfully avert the economic crisis while continuing many of the charitable commitments that the Sheraton Imperial has been known for.

In 2009 the Sheraton Imperial sponsored the United Way Annual Fundraising Breakfast Kick-off. Martino also continued his 10 year involvement with the annual Triangle Heart Walk, donating time, manpower and resources.

"Michael Martino represents the kind of dedication, service and ethics that are necessary to be a success in the hospitality industry," said NCRLA President and CEO Paul M. Stone, "He is very deserving of this award and we are happy to see his excellence recognized."

The fear of image competition

By **SUSAN MICHAL**
M.Photog.Cr., CPP, ABI

Fear can keep you from experiencing many things that could be life-changing.

Let me let you in on a little secret: when it comes to image competition, no one is immune to the stomach-clenching feeling you get when one of your images comes up to be judged.

Many new competitors think that only they feel this way.

Not true!

Rest assured that even the most experienced, award-winning photographic competitor feels just like you do.

Why do we subject ourselves to this particular form of torture? For me, it is simple.

Competition has made me a better photographer much faster than I could have believed. It is one of the most economical and quickest ways to get educated. More importantly, though,

competing has really helped in my business.

If you can get past the "winning" aspect of competition and understand what it can do for you as an artist and businessperson, you will see it in a whole new light.

Competing can get you past the fear of selling.

After all, if you can put your images in front of a panel of qualified, trained judges, selling to your clients should be a piece of cake.

From an artistic standpoint, pushing yourself to compete can be critical to your business growth, too.

Taking that bold step to put yourself on the line will teach you to take bold steps in your art (and business).

But it's not always easy to allow your work to be critiqued.

That's why you have to learn to take a step back from your images and look at competing as the learning experience it can be. It may help you accomplish things you never thought

possible.

I can honestly say I would not be the photographer I am today had I not competed.

So take a risk!

Take advantage of local, state and regional competitions whenever possible, for they can help prepare you for a great, artistically fulfilling career.

What are you waiting for? Get past your fears and give yourself a gift only you can give.

Become confident in your work ... and watch your business start growing!

Get ready for the 2010 International Competition – deadline April 29, 2010 (more information will be available soon at PPA.com's Competitions page).

Check with your affiliate association for upcoming image competition entry deadlines and rules.

Send questions about regional or international competitions to Jim Dingwell (jdingwell@ppa.com).

A report from our PPA Councilors

From the Jan. 11 PPA Council Meeting at the Gaylord Opryland Convention Center in Nashville, Tennessee, the following report was issued.

130th Anniversary of PPA

“Embrace technology and photography to make the world a better place”

Executive Board

COB – Ron Nichols

President – Louis Tonsmeire

Vice President – Don Dickson

Treasurer – Tim Walden

2010 PPA Convention is the single largest event in PPA's history with over 10,000 attendees

PPA was profitable, recovered investment losses from 2008, magazine web sales helped to make a profit for publications.

Investments gained 1.7 million in 2009. Our association is strong and stable financially. We are well positioned for the future.

David Trust – 9,500 registration at Imaging USA. Establishing PPA (U) University for independent education. Magazine received GAMMA awards. Establishing a “See the Difference: campaign. Largest and most comprehensive consumer campaign in many years. Should receive information about this campaign in the first six months of the year.

PPA PhotoAsia – 1st convention drew 1200 attendees.

PPA membership lapse is generally due to lack of substance/value verses money. 60% of PPA members are not members of an affiliate.

PEC Changes – Beginning in 2011 many changes will be in effect, including the change from Regions to Districts, a return to categories within the Photographic Open category, and Electronic



PPNC's PPA Councilors are, from left: Phil Aull, Cassie Stone, Doug Peninger (proxy for Janet Boschker), Rick Gibbons, Joy Batchelor-King and Bill Goode. Missing from photo is Randy McNeilly.

entry and judging along with traditional print judging. For the first time in history PPA support will include providing the required monitors and software for the digital judging, which will be shipped to and from PPA to the Districts, an strong support in all areas from PEC will continue..

Receiving Degrees this year were William Branson and Bruce Williamson, both having earned their Photographic Craftsman Degree.

Loretta Byrd was a member of the

PPA Convention Committee. Rosemary Cheek was also a convention volunteer. Thank you both for your hard work and for representing PPNC.

Rick Gibbons was appointed to the PPA Bylaws Rules and Ethics Committee.

Rick Gibbons received the PPA Charities Legacy Award in recognition of his creating a PPA partnership with Operation Smile in conjunction with the SEPPA calendar project. Congratulations.

f's/stop

By Fuller Royal, F. Ph., M. Photog. Cr.



Last issue as editor

As you know, I have been encouraging someone else to take the reins of *Focus* for the past two years.

Now, the time has come retire from this post.

Since 1993, except for a wonderful five-year stint by Michael Brantley, I have served as the editor. But increasing demands on my time as the father of four girls (the triplets are juniors in

high school) and the increasing demands of my newspaper job and trying to keep my studio afloat don't leave any time to give the attention needed to this fine old newsletter.

I missed two issues this year.

In our body of membership, there has to be someone who can do this. Someone younger who is full of fire and energy.

I will still contribute stories and

f's/stop.

This job is worth seven PPNC credits per year plus a PPA merit toward the Craftsman degree.

If it places in the annual competition, it's a second Craftsman merit. You will need software such as Adobe InDesign. If you are willing to take this on, I certainly think PPNC would provide you with that software.

Upcoming Events

Eastern Guild

May 15-17
Sea Trail Resort
Sunset Beach

East Coast School

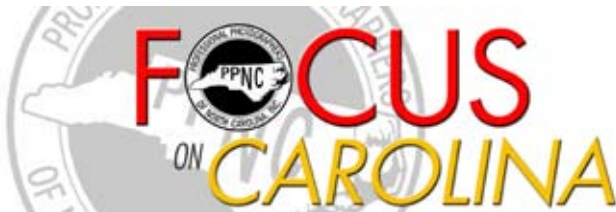
July 17-22
Raleigh

Western Guild Meeting

October 17-18
Meadowbrook Inn
Blowing Rock

Central Guild

January 9-10, 2011



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